

Working the White Space:

Redefining Our Roles

Susan Fifer Canby
National Geographic Society
Military Librarians Conference
12/11/2003



Agenda

What is “white space”?

Geographic Context

Redefinition: Six Strategies

Questions



National Geographic Society

Missions

Corporate
Services

LIS



Magazines

Books &
Educ
Publications

Enterprise
Group

Ventures

NGT &
Films

NG.com

NG Maps



National Geographic Society

The National Geographic Society was founded in 1888 and is the world's largest non-profit scientific and educational membership organization.

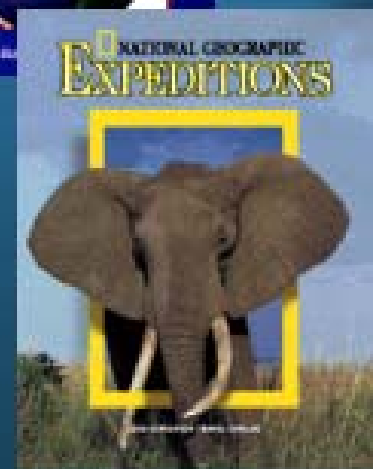
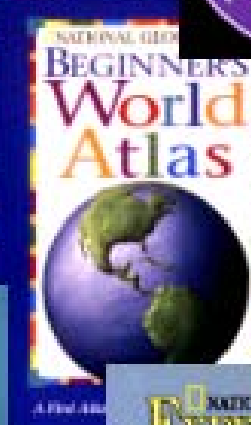
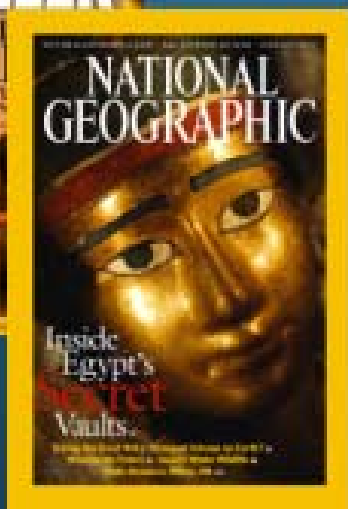
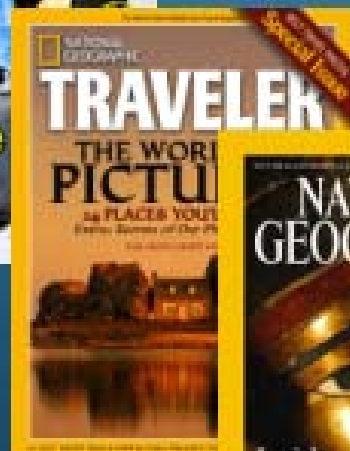
Its mission is the *"increase and diffusion of geographic knowledge"*

Mission, Editorial, Business staff
Contract photographers, writers,
producers, international partners



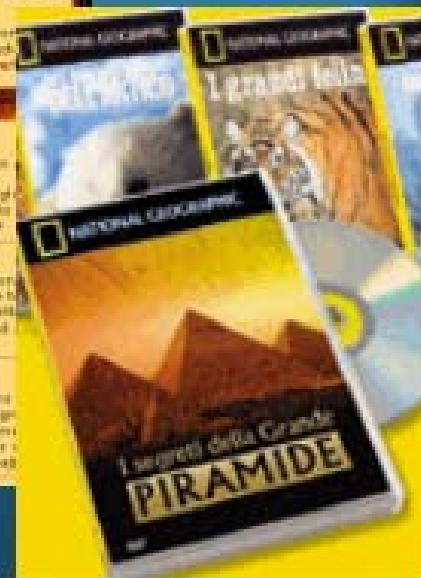
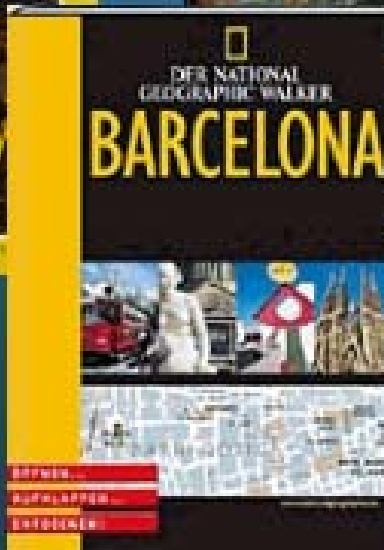
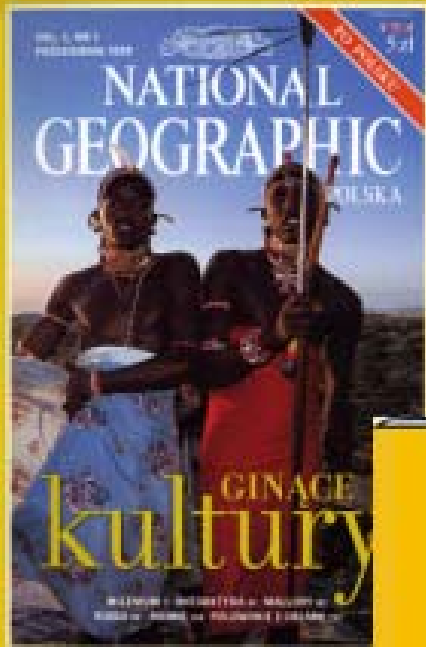


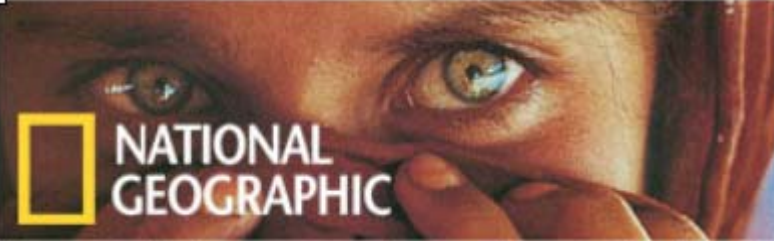
NGS Product Areas





NGS has International Reach



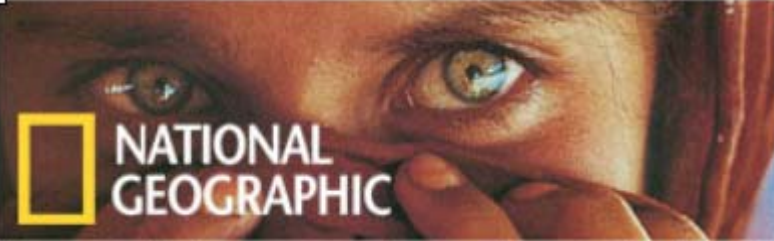


Library and Information Services

Mission

To provide strategic information support and guidance to editorial and business divisions, and to gather, leverage, and preserve the documentary assets and history of the National Geographic Society.

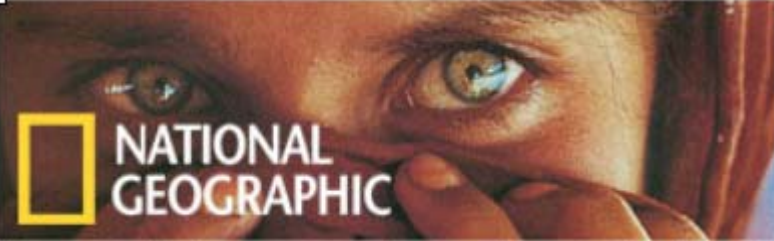




Staff of 26

Jobs are increasingly more complex

- 5 Managers
- 4 Senior librarians
- 11 Librarians, archivists, indexers, records and technical specialists
- 6 Paraprofessionals



Traditional Services

Acquisitions

Cataloging

Circulation

Collections

maintenance

Interlibrary loan

Reference

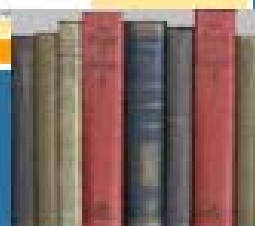
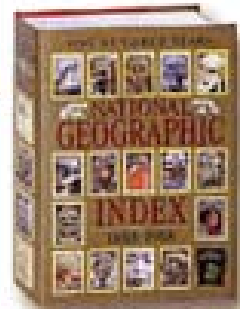
Research

Indexing

Instruction

Records

management



THE FIVE PRINCIPLES
OF GEOGRAPHY
April 15, 1912

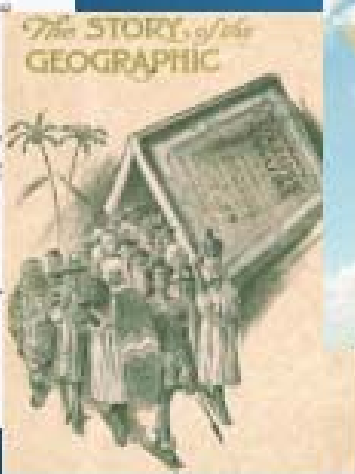
Dear Mr. Governor:

It will be a great pleasure to present the National Geographic Society's Medal to you, Mr. Governor, at the National Geographic Society, on Monday, April 15, at 2:30 P.M., in the National Board Room.

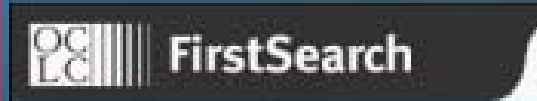
A full account of this occasion, when our national organization honors a generation of scholars, will be found in the National Geographic Magazine, and our entire committee, who are participating in the explanation and reception of our national fund, will be present.

With every thanks for your kind invitation, and with personal regards,

W. H. Murray
W. H. Murray



LIS Collections



Choose a Database:

- Factiva
- ProQuest (Periodical Abstracts)
- Periodicals Finder

Choose a Database:

- Factiva
- ProQuest (Periodical Abstracts)
- Periodicals Finder

- Associations Unlimited
- Biography Resource Center
- Books in Print
- Britannica Online
- Columbia Int. Affairs Online
- Columbia Gazetteer
- Community of Science
- FirstSearch
- GreenWire
- Hoover's
- M-W Unabridged Dictionary
- Oxford English Dictionary
- Redbooks Online
- Science Online
- Stat-USA
- UN Bulletin of Statistics
- Walker's Mammals
- World of Learning
- World Year Book (Europe)
- WorldCat



Agenda

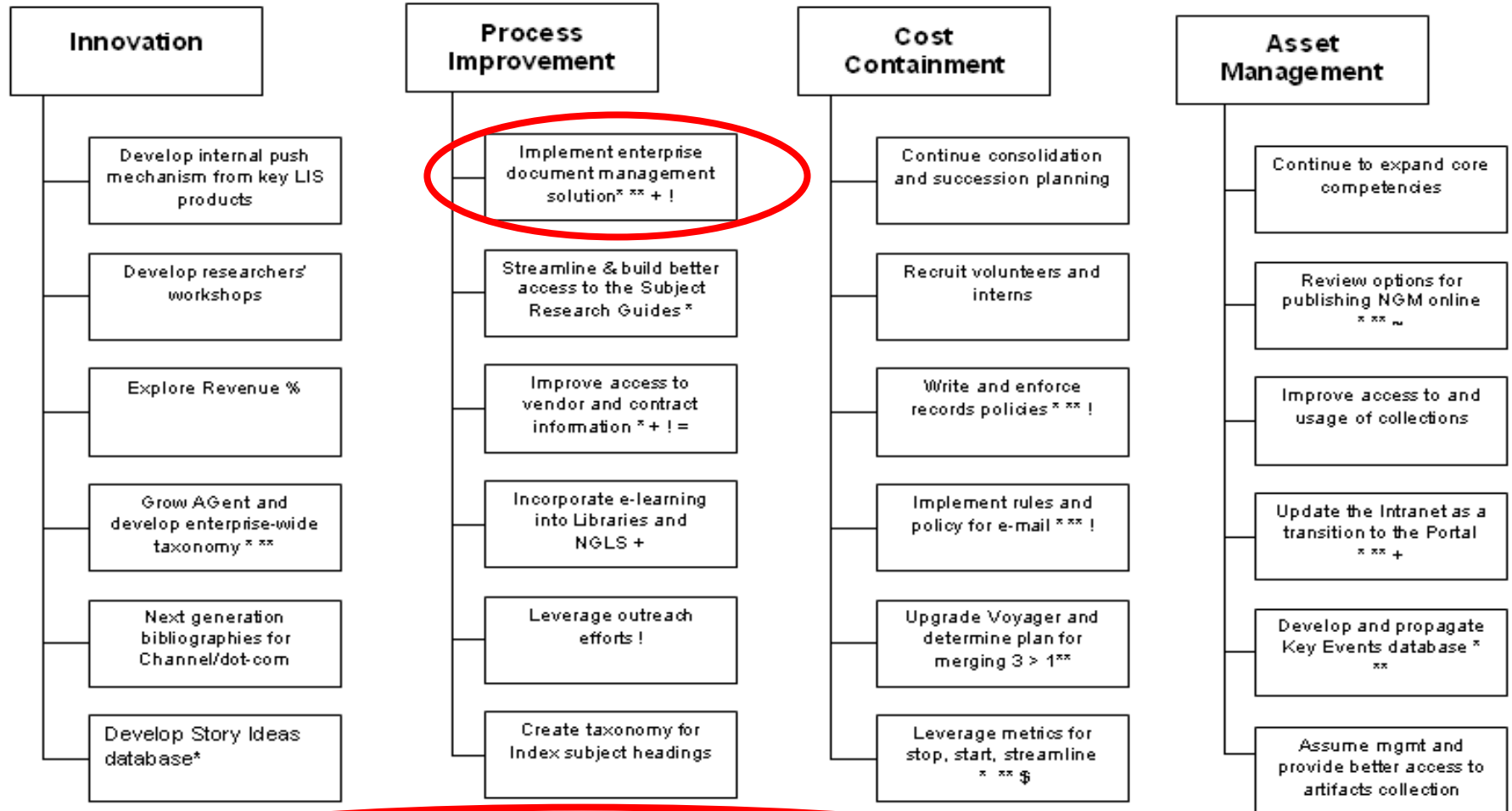
Re-definition: Six Strategies

1. **Strategic Planning for Impact**
2. Outreach Examples
3. Premium Services and Products
4. Making Connections
5. Finding the White Space
6. Projects on our Horizon

2004 Libraries & Information Services Key Projects and Strategies

JF Goals: 1) support each other 2) new revenue streams 3) control costs 4) expand the brand.

CL Focus: 1) migrate to digital photography 2) support IT strategy 3) control costs 4) streamline metrics



Legend: * Information Systems, ** Information Technology, + Business Systems, ! LBGA, # Development, \$ MMB, % Geog Educ Foundation, ~ ng.com, = Accounts Payable



Make the Case

- Justify budget
- Look for balance - what to stop?
- Is there an opportunity to reduce staff, space, create revenue?
- Add testimonials from user groups
- Factor in 10% time for planning, trying new things



Measure and Report Progress

Report results

- Annual, quarterly, monthly, weekly reports
- Analyze Web metrics, reference log for trends

Surveys, focus groups

- Check with targeted users

Chips program

- Suggestions for streamlining processes
- Ideas for removing barriers



Leverage Strengths

Information experts

Connectors and organizers

Filters, synthesizers, analyzers

Teachers and communicators

Technical expertise

Corporate memory



Agenda

Re-definition: Six Strategies

1. Strategic Planning for Impact
2. Outreach Examples
3. Premium Services and Products
4. Making Connections
5. Finding the White Space
6. Projects on our Horizon



November 25, 2003

tuesday

[Archives](#)

[BIRs](#)

[Memos](#)

[News](#)

[NG in the News](#)

[Notices](#)

[Perspectives](#)

[Press Releases](#)

[Science Digest](#)

Naturalist Nick Baker, Ultimate Explorer correspondent, one of the sexiest men alive according to People magazine

The issue hit newsstands on Monday. [Video clip of Nick](#)



TODAY'S NEWS

Notice Space available in Dec. 3 (9:30am) "Strategies for Effective Research" class. Learn how to save time and find what you need online. Sign up here.

Science Digest Investors at U.N. summit press for costs of global climate change; Thanksgiving forecast: fireworks on the sun; Snowflake the white gorilla dies of cancer; and the solar eclipse as seen from Antarctica...

BIR U.S. e-commerce sales grow 27%; NBC considers 5 new digital channels; Bill to curb spam wins easily; Dull start for Reader's Digest; One-third in U.S. are "tech-sawy"; Liberty still after Cox's Discovery stake

NG in the News Nick Baker profiled in *People*; Michael Davie reports on Liberia for NBC; Praise continues for "In Search of the Jaguar"; Recommended NG books: "Through the Lens," "Voices of Ancient Egypt," "The Road to Santiago," "Jubilee," "Song Catchers", *NO.com* "great for kids"

Notice Researcher's Forum on December 4 -- Using Library of Congress Resources

NG Libraries and Information Services

Sign up for Nexis classes for **Editorial** and **Business** Users

Library Catalog

search

NGS Pubs Index

search

NGS Detailed Index

search

Archives Catalog

search

Research Central

[Subject Research Guides](#)

[Find Books](#) or [Find](#)

[Articles](#)

[Searching Databases](#)

[Business Resources](#)

[Find People & Experts](#)

[Reference Tools](#) (Fast Facts)

Competitive Edge

Current news and reports on NGS markets, competitors, and [more](#) ...

Search LIS

Not sure where to start? Try [searching this website](#):

search

NG Content and History

Find content published in NG magazines and products, research NGS history, and [more](#) ...

Rights and Records

Contracts, rights clearance, file management, records retention schedules, divisional liaisons, and [more](#) ...

Database Finder

Search a premium database:

Don't forget about the ...

- [Image Collection](#)
- [Film Library](#)
- [Map Library](#)

■ [Contact Us](#)

■ [LIS Alert](#)

■ [About LIS](#)

■ [Forms](#)

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■ [New Users](#)

■ [Training](#)

■ [NG Timeline](#)

■ [Science Digest](#)

■ [Today's BIR](#)

■ [Exec. Briefing](#)



search

Please use IE

Welcome

Training Calendar

Self-Study

- Online Demo:
Searching the Pubs Index (requires Flash viewer)
- Document Management FAQs
- Reorganizing Shared Drives
- Cage C Storage Procedures
- Overcoming the Challenge of Email
- Going Native in DOCS
- SPI Tutorial

About LIS

NGLS - LIS Training and Orientations



To help NGS staff effectively use resources available through Libraries and Information Services, the following classes are offered. The few hours invested in these classes will pay big dividends in time (and money) saved!! Check the schedule of [Upcoming Training Classes](#); if no classes are scheduled, individualized tutorials can be arranged. **The LIS orientation is a prerequisite to all classes.** See also, the [NG Learning Systems](#) calendar.

Records Management

- [DOCS Open Basics](#)
- [DOCS Bootcamp](#)
- [DOCS Profiling](#)
- [DOCS Profiling Contracts](#)
- [DOCS Security Settings](#)
- [DOCS Searching](#)
- [DOCS Tips & Tricks](#)
- [School for Scanning](#)

Total Research

[Read more](#) about the Total Research Certificate Program and courses.

Basic:

- [Strategies for Effective Research](#)
- [ORBIS Catalog/NG Pubs. Index](#)

Advanced:

- [Business Research](#)
- [Factiva](#)



Training Schedules Posted

NG Libraries and Information Services
November 2003 LIS Training & Orientations Calendar

Course	Description	Level	Prerequisites	Scheduled Sessions	Sign up
Total Research: Researching Plants & Animals	Learn how to find the information you need using Library physical collections, online subscription databases, the free Web, and experts.	Intermediate/advanced	Effective Research Strategies or equivalent research experience. Experience searching Factiva, Periodical Abstracts, and the Web.	Wed., Nov. 5 10 am - 12 noon GP 820	E-mail: plants@nsl.org or call 775-7879
Researchers' Forum: FEMA (Federal Emergency Management Admin.)	Learn what you can (and can't) find on FEMA's website, what data they collect, and what images and film archives they have.	All levels	None	Thurs., Nov. 6 12 - 1 pm 8th fl, 17th st. Conf. rm. (a.k.a. Control Ctr.)	Pre-registration is not required; please e-mail plenty@nsl.org or call 857-7051 if you plan to attend.
Libraries Orientation	Overview of the Society's libraries and information services. (required of all new Library users)	Basic/review	Contractors and interns submit request forms	Mon., Nov. 10, 2:45-4 pm Mon., Dec. 8, 2:45-4 pm Hubbard Hall 1st fl., 16th st.	E-mail: william@nsl.org or call 775-6131 Please specify which session you'd like to sign up for.
Total Research: Finding Information About People	Biography Resource Center, directories, key print sources, Web search tips.	Intermediate/advanced	Effective Research Strategies or equivalent research experience; experience searching Factiva, Periodical Abstracts, and the Web.	Wed., Nov. 12 10-11:30 am GP 820	E-mail: info@nsl.org or call 857-7057
Total Research: Finding Experts	Learn how to identify experts using directories, services for journalists, the Web, and other databases.	Intermediate/advanced	Experience searching Factiva, Periodical Abstracts, and the Web.	Wed., Nov. 19 10:00 am - noon GP 820	E-mail: library@nsl.org or call 775-7879
DOCS Open Review	Refresh your skills in using of DOCS Open to manage documents. Review of basic features with emphasis on profiles, setting defaults, troubleshooting.	Intermediate	Librarians Orientation, DOCS Basic, or equivalent experience		E-mail: stacy@nsl.org or call 857-7448 Please specify which session you'd like to sign up for.
As of Jan. 1, list of all staff with		All levels	Librarians Orientation or active Factiva account		



E-learning: Viewlet Training

24/7 desktop tutorials

Demonstration



**NATIONAL
GEOGRAPHIC**

Branding

[NGS](#)
[submit info](#)
[forms](#)
[directory](#)
[library](#)
[resources](#)
[.com](#)
[divisions](#)
[calendar](#)
[for you](#)
[search](#)

NG LIS

LIS Alert Service

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[Browse Site Index](#)
[Contact Us](#)
[Feedback](#)

NGS Libraries and Information Services

Susan Fifer Canby, Vice President,
Libraries and Information Services
202-857-7787, sfiferca@ngs.org

Collections & Reference

Books, Periodicals, 1
1st Floor, 16th St., [lib](#)

NGS Records, 857-1
2nd Floor, 16th St., [rl](#)

Newspapers, Clippings, 857-7053
2nd Floor, 16th St.,
news_collection@ngs.org

Archives, 857-7510
2nd Floor, 16th St., archives@ngs.org

The 16th St./1st Floor reference room
is open to the public by appointment
(202-857-7783) for onsite access to
LIS books, magazines, and
NGS publications.

NGS Libraries and Information Services

What is LIS?

LIS professionals select and deliver
the highest-quality onsite and online
business and editorial resources to:

We put knowledge to work

Business Resource

[Search LIS Web Site](#) [Browse Site Index](#) [Contact Us](#) [Feedback](#)

Newsletter

NG Libraries and Information Services

We put knowledge to work to give you the competitive edge. *Call us at 857-7783 for a consultation.*

ates: Library news related to business research

ecutive Briefings: Native Americans, Nonprofit Brands, Consumer

Recent trends spotted by the BIR writers

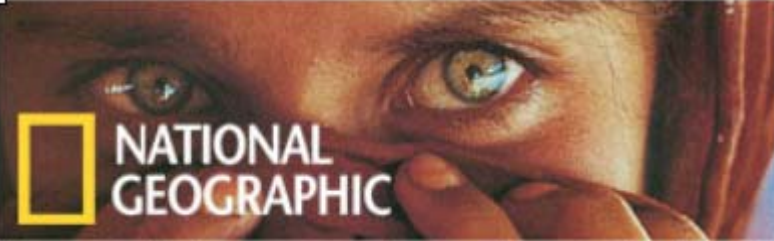
atabase: Redbooks Online

ortunities: Total Research and NGLL classes

New business titles in the Library

ates

library's new **Competitive Edge** page. It links to competitor, partner,
mission news from the BIR, monthly Executive Briefing reports, and



Working With a Client...





Agenda

Re-definition: Six Strategies

1. Strategic Planning for Impact
2. Outreach Examples
3. **Premium Services and Products**
4. Making Connections
5. Finding the White Space
6. Projects on our Horizon



National Geographic Timeline

Questions? E-mail Mark Jenkins

Search 

- [All Years](#)
- [Grants, Expeditions, & Programs](#)
- [People & Events](#)
- [Publications & Products](#)
- [Biographies](#)
- [Odds & Ends](#)

Year: 1943

Title: Military Researchers Throng Library Reading Room

Summary: "The Society's reading room frequently is thronged with Government research men. One day, an entire Army medical class was there studying its destination in the Tropics." This report from the article "Your Society Aids War Effort," published in the February 1943 issue of the Magazine, indicates that the National Geographic's Library has gone to war again, just as it did in the [First World War](#), when Hubbard Hall was thronged with Red Cross volunteers rolling bandages.

(See also [Society Contributions to World War II](#))

Author: Susan Fifer Canby

Sources: "Your Society Aids War Effort," NGM 2/1943, p. 278; Grosvenor, Gilbert, "The National Geographic Society and its Magazine," 1957, p. 66; Marion, Esther A., "The National Geographic Society Library," Wilson Library Bulletin, April 1945, p. 271.

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Officers from the armed forces use the Library to research material for the war effort. (B. Anthony Stewart)

Contents:

- Archaeology & Paleontology
- Environment
- Exploration & Adventure
- Medicine & Health
- Natural Disasters

Weather/Climate

- Peoples & Cultures
- People & Places
- in the News
- Plants & Animals
- Science & Technology
- Space

- Lectures, Meetings, & Conferences

Science Digest November 4

Archaeology & Paleontology

[Dusting off the remains of a hoax \[Pitldown Man comes out of storage, but perpetrator of the original fraud is still a mystery\]](#) (Washington Post, Nov. 3)

[Italian scientists plan to open Petrarch's grave](#) (Yahoo!/Reuters, Nov. 3)

[Colorado cave yields million-year-old record of evolution and climate change](#) (BrightSurf, Nov. 3)

[Was Orkney the ceremonial capital of ancient Britain?](#) (The Herald, Nov. 3)

[Scientists find evolution of life](#) [Humans may owe the relatively mild climate in which their ancestors evolved to tiny marine organisms with shells and skeletons made out of calcium carbonate...] (BrightSurf, Oct. 31)

[Japanese shipwreck adds to evidence of great Cascadia earthquake in 1700](#) (BrightSurf, Oct. 31)

Business Intelligence Reports

BIR Executive Briefing

Search BIR by: ☐ keyword ☐ date ☐ company ☐ market

Thursday, November 6, 2003

Major Competitors/Partners

Markets/Core Missions

AOL Time Warner

Bertelsmann

BBC

Discovery

Houghton Mifflin

Mattel

McGraw Hill

Meredith

Microsoft

NBC

News Corp. [includes Fox]

PBS

Pearson

Primedia

Readers Digest

Scholastic

Sony

Viacom

Walt Disney

Books

Branding/Advertising/Direct

Marketing

Education

Emerging Markets

Interactive

International

Kids Consumer

Lectures, Exhibits, and Museums

Magazines

Maps

Media

Nonprofit/Legal Issues

Philanthropy

Research/Funding

Television/Films

Travel/Adventure

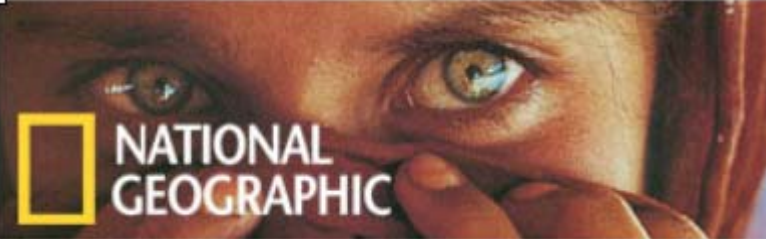
Trends

▼ Top Stories

National Public Radio has received about **\$200 million**. The bequest amounts to almost twice NPR's annual gift ever received by an American

The **FCC** has approved the addition of broader distribution on the Internet. It recognizes into their products by July

Reed Elsevier, through its U.S. subsidiary, **education unit eSchool Online**. The company will add K-12 curriculum courseware to its list of educational publishers. (*Dutch News*)



inside **NGS** submit info forms directory library resources .com divisions calendar for you search

ngs | Library

Business Intelligence Reports

BIR Executive Briefing

Search BIR by: ☐ keyword ☐ date ☐ company ☐ market

NGS in the News - 90 Day News Archive

The National Geographic documentary "True Stories: Apartheid's Children," which airs on Australia's ABC network, contains "extended sequences. . . that **cannot fail to engage.**" (*Age [Australia]*, 11/13/2003)

full
text

National Geographic Channel (Europe) will now sell Sky News advertising across Europe, reports *Media Week [UK]* (11/12/2003)

full
text

An article in *National Geographic* lead platypus researcher Tom Grant to join a campaign to **ban traps that killed platypuses.** (*Newcastle Herald [Australia]*, 11/12/2003)

full
text

A *Los Angeles Times* (11/11/2003) column about brand diversification among nonprofits, mentions that the **National Geographic Society** "has been putting its name and yellow rectangle logo on products from binoculars to credit cards in recent years, hoping to compensate for the flat U.S. circulation of 'old yellor,' its flagship magazine."

full
text

library bir executive briefing

May
2003

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[Library Home Page](#)

[Keeping Current](#)

[NG Business and
Market Research](#)

A monthly report by the NGS Library Business Intelligence Unit

FOCUS

Flying into 2003--Wright Flight Centennial Update

[complete story](#)

CORPORATE WATCH

National Geographic and the Centennial of Flight

[complete story](#)

NEWS TO USE

News Corp. and Liberty Media swing to profit.

New branding for Reader's Digest.

Reader's Digest, Eddie Bauer, Scholastic to cut jobs.

Nature Conservancy responds to charges.

Discovery budgets \$65 million for "HD Atlas."

Discovery plans theatrical debut of docs.

Shelter publications/shows expand.

HDTV to hit 40% of U.S. market by 2008.

Time plans Life Magazine as Sunday supplement.


Major media ad spending will rise 3.1%.

Top travel magazines rebound.



Topical Bibliography

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Compiled by the [NGS Indexing Division](#) 6 June 2002 as [part of a series](#)

From hot-air balloons to Air Force One, from Amelia Earhart to Steve Fossett, the National Geographic Society has been fascinated with flight since Alexander Graham Bell experimented with tetrahedral kites. Below is a substantial representation of what is available in Society products and publications. References are sorted in reverse chronological order within each category. To view a comprehensive list of NGS content, search the [NGS Publications Index](#) or the [NGS Detailed Index](#), which can both be accessed via the [Indexing Division home page](#) at: <http://inside.ngs.org/indexing/indhome.htm>.

If you have questions on how to find more NGS products about flight, please [contact the Indexing Division](#) online or call 202-857-7783.

Pick a Flight Topic:

[The National Geographic Society and Flight](#)
[Aerial Photography and Photographs](#)
[Aviation Medicine](#)





Agenda

Re-definition: Six Strategies

1. Strategic Planning for Impact
2. Outreach Examples
3. Premium Services and Products
- 4. Making Connections**
5. Finding the White Space
6. Projects on our Horizon



Spot Trends and Implications

Look inside for patterns

Look outside for patterns

Aggregate information

Push knowledge out to the organization

Process identifies the “white space”

Choose a type of
search Guide to
search:

[Business](#)
[Arts, Humanities](#)
[Natural History](#)
[Social Sciences](#)
[Natural History](#)
[People](#)
[Places](#)
[Web/Internet](#)
[Other Subjects](#)

[browse through](#)
[Alphabetical List](#)
[all Guides](#)

Search Research Guides to find the guide that contains your term.

Go to the guide, then use Ctrl-F to search within pages found.

To learn more about the research process at NGS, see [Research: How to Begin](#).

Business

Book Industry	Museums
Children/Teen Consumer Resources	Philanthropy
Computers & Information Tech.	Private Companies
Foreign Companies	Public Companies
Interactive Markets	Public Records
Magazines Industry	Researching Trends
Market Research	Television Market Research

Arts, Humanities, Social Sciences

Anthropology	Literature
Art	Native Americans 
Book Reviews	News Resources (formerly called Media Resources)
Education Resources	Photo Research
Events and Calendars	Photography
Film Research	Statistical Resources
Government Resources	United States History

Natural History & Sciences

Researching Plants & Animals	Centennial of Flight
Endangered Species & Biodiversity	Environment
Birds	Health & Medicine
Fishes	Oceans & Marine Sanctuaries

■ Searching NG Indexes

Publications Index

search

Detailed Index

search

■ Researching NG History

ARC (Archives Research Catalog)

search

Publications and Products

NGS Publications Index: 23,000+ records describing each magazine article, book, map, or product.

NGS Detailed Index: 600,000+ records describing references on pages of feature articles in NGM, Adventure, Traveler, and book indexes.

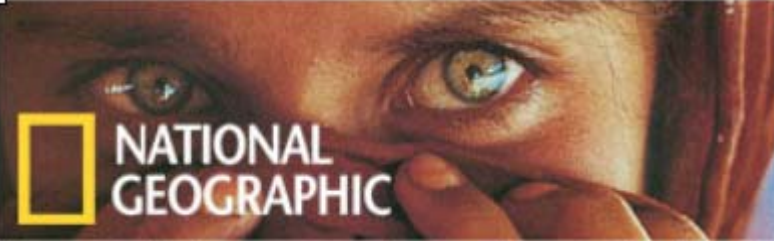
- Select fulltext NG articles online
- Easy Guides to locating content
- Topical bibliographies
- New products and publications
- Index F.A.Q.s
- Print indexes
- Index abbreviations
- International Editions indexed
- Which products are indexed?

National Geographic History

The Society's rich and dynamic history is told through the materials held in the **National Geographic Archives**.

Archival content is described in our **Archives Research Catalog (ARC)**. Additional archival resources include:

- NG Timeline
- NG in the News
- Digitized clippings about NGS
- NG Anniversaries, 2004-2007
- Biographies
- Oral Histories
- Awards by and to NGS
- Magazines & Products
- Society Founders (1888)
- Society Presidents (1888 to Present)
- NGS Place Names



Digitizing to Increase Access

Three Years in the Arctic



feast, all the more remarkable because of the wild location.

The expedition was to receive supplies in the summer of 1882, one year after the project had begun. The men would stay an additional year and sail for America in the summer of 1883. The soldiers-turned-scientists were constantly kept busy with hourly observations of the wind, tide, temperature, pressure, magnetic field and gravity.

When the supply ship failed to appear in the summer, Greely and his men were not overly concerned. The party had been told that ice might prevent the vessel from reaching them. In such event, the ship was to leave supplies some 260 miles to the south at Cape Sabine.

Unknown to Greely, the supply ship left only 48 days' worth of food at the rendezvous.

Business Intelligence

- Today's BIR
- Search the BIR
- Top BIR News

[BizAlert Newsletter](#)

Please refer to our [Business Resources Page](#) for further research.

Competitor/Partner News:

Choose Competitor/Partner: ▼

Content Ideas:

- [Science Digest](#)
twice-weekly update of current Web news
- [NG in the News](#)
press mentions of NG products, events
- [New Competitor Content](#)
competitor content in the news
- [Hot New Products/Services](#)
new Products that might affect NGS markets, distribution, or outlook
- [NG Timeline](#)
tie your content in to NGS history
- [Trends Research](#)
tips on spotting and researching trends
- [Future Events Calendar](#)
coming soon! Our new database will help you tie NGS content to external events. Until then, check out our [Events & Calendars](#) guide.

Markets/Missions News:

Choose Market/Mission: ▼

Targeted Reports:


































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Legend: A school of schoolmaster fish swim under the research vessel Aquarius.

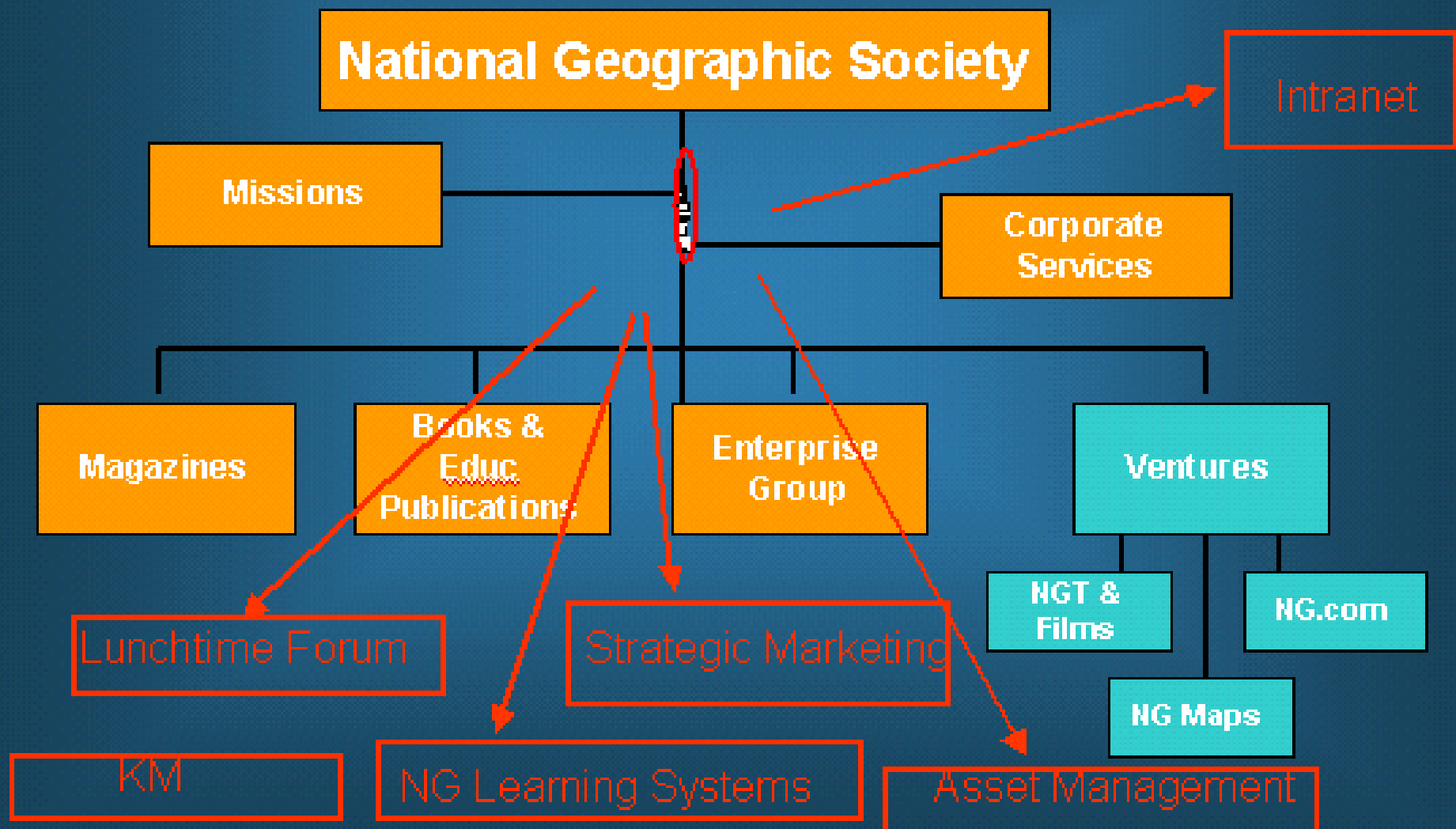
Brian Skerry
285 High Street
Uxbridge, MA 01569
USA

October 29, 2001

Dear Brian:

This letter, when signed by both parties, will constitute your agreement as a freelance photographer with the National Geographic Society ("NGS") (the "Agreement") as follows:

- 1) **Publication and Article:** National Geographic Magazine ("NGM") article: *Aquarius/MM6957* (the "Assignment Article"). You will report to your Illustrations Editor, Kathy Moran reachable at (202) 775-6528. For the purposes of this Agreement, the "Publication Date" of the Assignment Article shall be the first day of the month designated on the cover of the NGM in any language in which the article is published.
- 2) **Term:** This Assignment will extend for 5 weeks. Work beyond the anticipated Assignment period will be compensated pro rata at the same rate. Should it become necessary to extend this Assignment for additional day(s) or week(s), you must get authorization to do so from the Director of Photography or the Assistant Director of Photography and the Illustrations Editor assigned to the project. If an extension is agreed to orally when you are in the field, NGS will make a record of the extension in writing, which you agree to ratify upon your return to NGS. Your work on this Assignment will be considered incomplete until the Illustrations Editor confirms complete performance.
- 3) **Compensation:** \$XXX per week for field work (including photography, research and travel) and 1/2 of the above rate for time spent for authorized non-field research and at Headquarters for consultation, editing and layout, both before and after completion of the field work. You will be paid on a monthly basis during the Term for days worked, upon receipt of invoices as specified herein.
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- 15% on American, domestic and international destinations;
- 15% on United Lufthansa and SAS domestic and international destinations;
- 5% -15% on USAir (Depending on circumstances.)
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Note: Discounts, however, are not available on the airlines' lowest published fares.

Computers - Visit the HR website to see employee discounts on [Dell and Apple computers](#).



Agenda

Re-definition: Six Strategies

1. Strategic Planning for Impact
2. Outreach Examples
3. Premium Services and Products
4. Making Connections
5. **Finding the White Space**
6. Projects on our Horizon

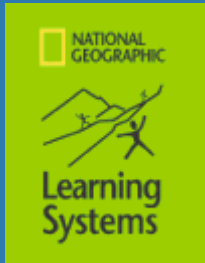


Story Suggestions

First: Writing Better Story Proposals”
seminar with editors

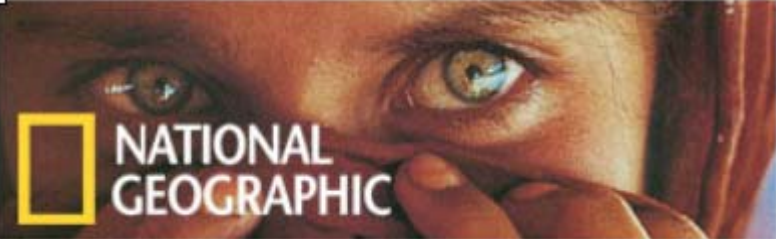
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Next: build a database and listserv



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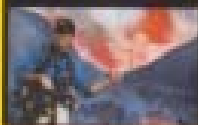
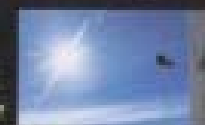
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THE STORY OF THE
NATIONAL GEOGRAPHIC SOCIETY





Putting the Past to Work from our Stamp & Postcard Collections





Agenda

Re-definition: Six Strategies

1. Strategic Planning for Impact
2. Outreach Examples
3. Premium Services and Products
4. Making Connections
5. Finding the White Space
6. **Projects on our Horizon**

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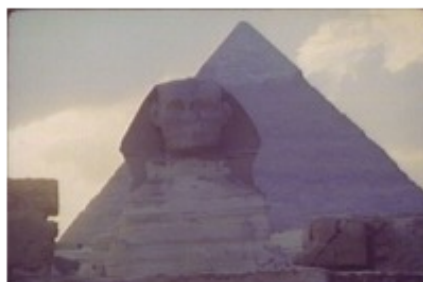
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Future Events Calendar



Need help?



Today in History

Tuesday, August 12, 2003

Event Title

Event name displayed with link to more detail

Event name displayed with link to more detail

Event Type

Anniversary

NGS-related



On the Horizon

☐ 3 months ☐ 6 months

☐ 1 year ☐ 2 years

Anniversaries

Event name with link
Event name with link
Event name with link
Event name with link

NGS-related

Event name with link
Event name with link
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Event name with link

Other types


Event name with link
Event name with link
Event name with link
Event name with link

August 2003						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3
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Today is August 12, 2003						


Today | This Week



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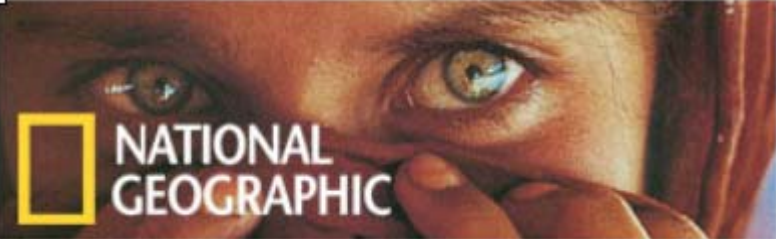
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Metadata, Taxonomies, and Mapping

Organizing internal databases

Mapping many taxonomies to create
super taxonomy



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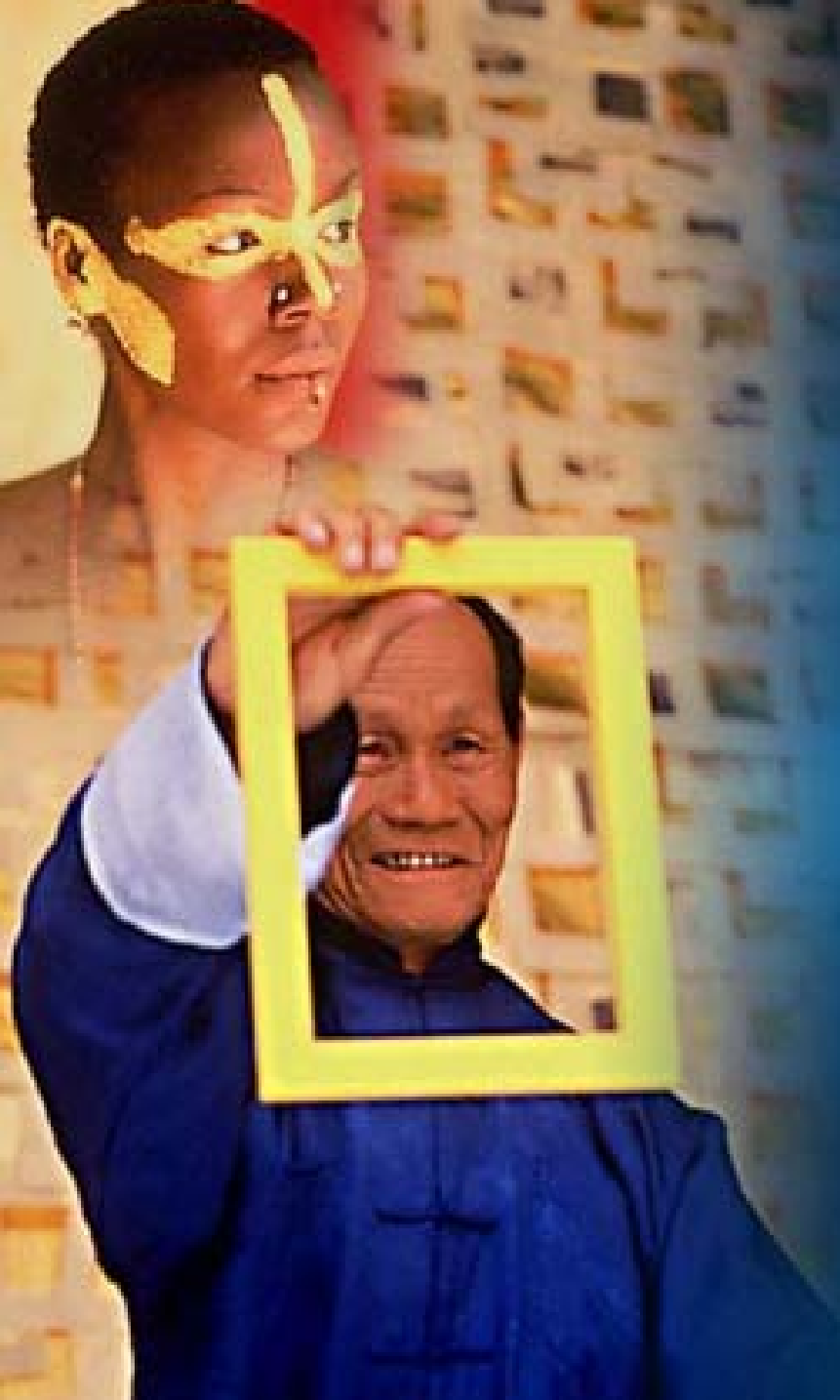
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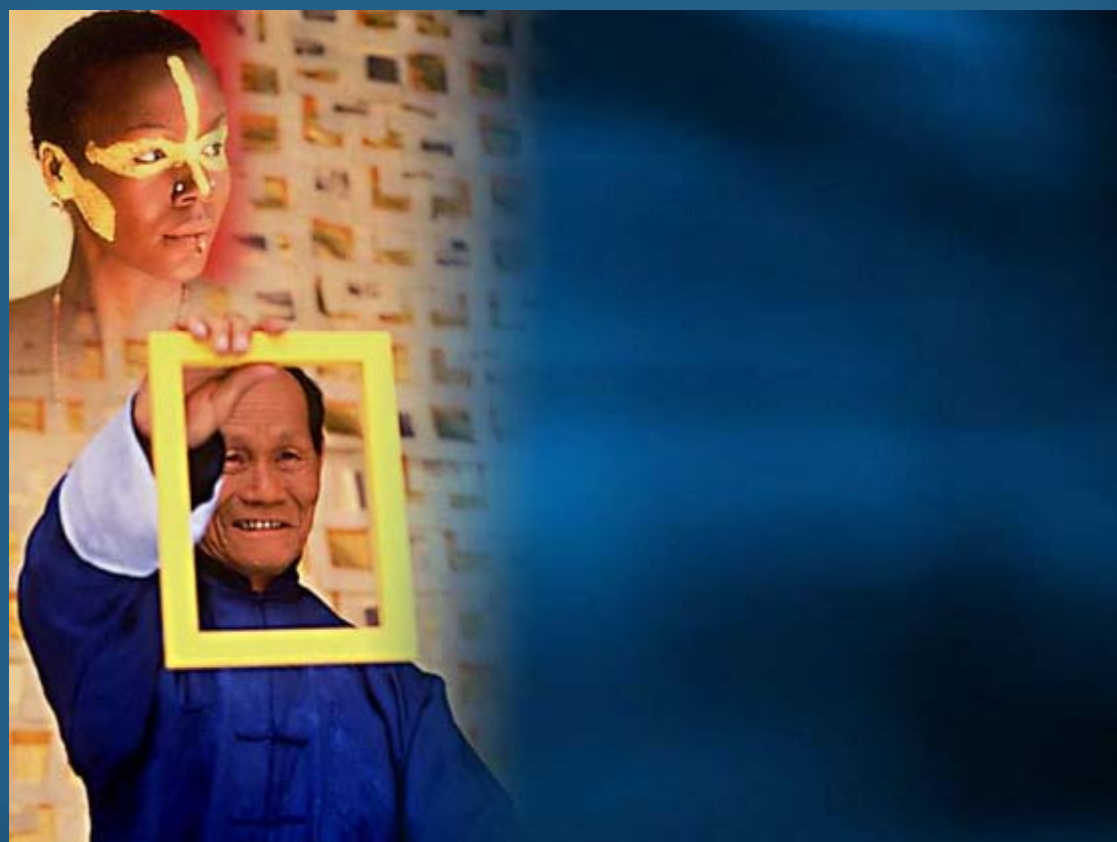
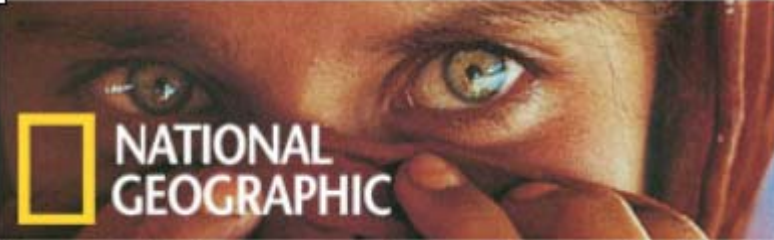
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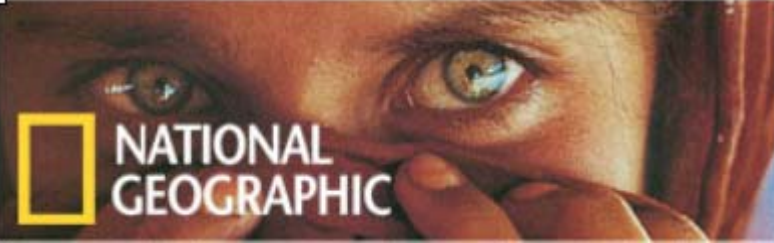
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Redefining Yourself



Focus on mission
Anticipate change
Plan strategically
Be accountable
Finger on the pulse
Leverage strengths
Look for the “white space”
Take the lead





Questions?

Susan Fifer Canby

Libraries and Information Services

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